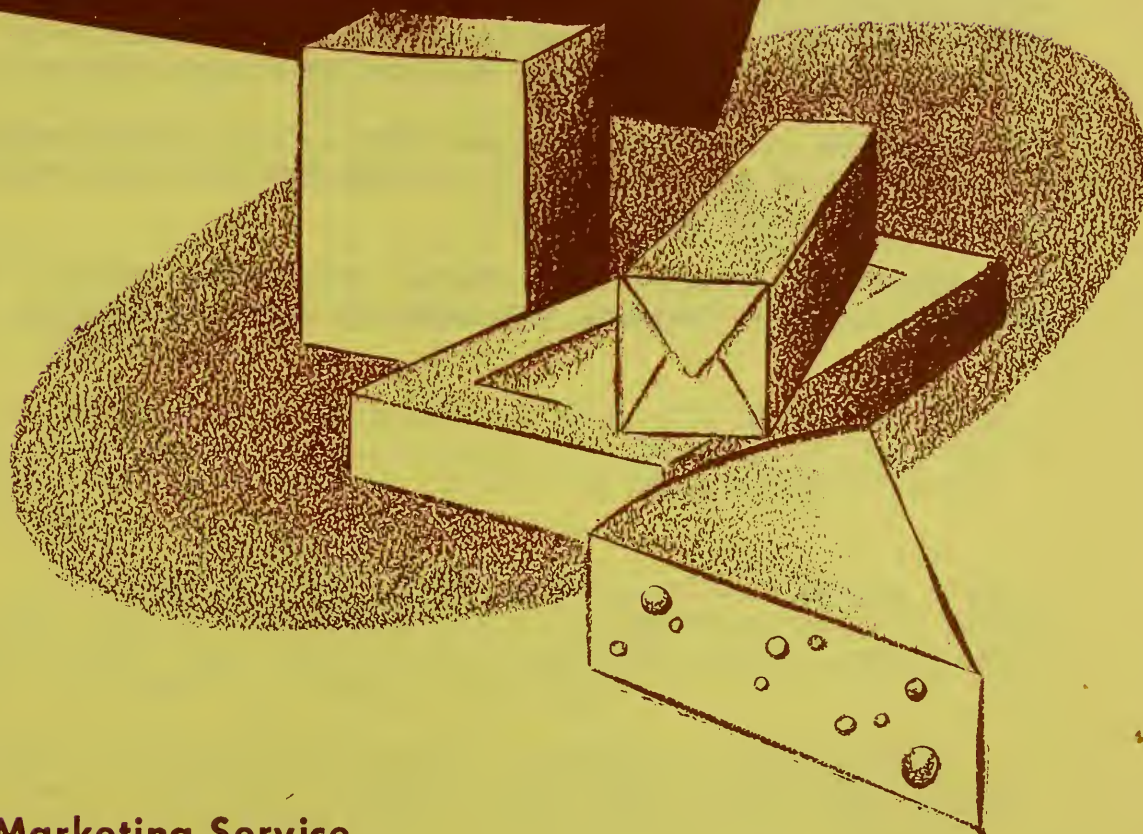


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

A280.39
M343
Cop. 2

Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine, June 1955



HPD-11

August 1955
Agricultural Marketing Service
U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This is one in a series of monthly reports, the first of which was published for April 1954, showing estimates of current household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. This series is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it, under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data on butter and margarine only for the months April 1953-March 1954 are also available. The data prior to April 1954 were based on a sample of about 4,300 families and were adjusted to the level currently reported from the 5,800-family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, CHEESE, NONFAT DRY
MILK SOLIDS, AND MARGARINE, JUNE 1955

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

Purchases of butter and margarine for household use in the United States during June 1955 were each reported about 12 percent greater than in June 1954. Householders also reported during June 1955 larger purchases of natural cheese than a year earlier but smaller total purchases of processed cheese products. Cottage cheese purchases for household use were down slightly in June 1955 compared with June 1954. Purchases of nonfat dry milk solids by householders continued substantially higher than a year earlier, and in June this year they were up 30 percent over June last year.

Householders bought over 61 million pounds of butter during the 4-week period of June 1955, a gain of about 7 million pounds over purchases in June 1954. This reported gain from a year earlier was associated with an 8 percent increase in the percentage of all families buying butter. For the third consecutive month, there was no reported change from a year earlier in the average size of purchase per buying family, while the frequency of purchase continued lower.

Butter purchases for household use during the 3 months April-June 1955 were 9 percent greater than in the corresponding period a year earlier. For the year April 1954-March 1955, they were reported 13 percent greater than in April 1953-March 1954.

Compared with a month earlier, purchases of butter for household use in June 1955 were down almost 1 million pounds. In 1954 and in 1953, the reported change from May to June was downward by about 4 and 3 million pounds, respectively.

Consumers in this survey reported during April-June 1955 slightly higher prices for butter than a year earlier. The average price paid for butter by householders during June 1955 was 66.5 cents per pound, compared with 65.7 cents last year and 74.5 cents in June 1953.

About 45 percent of all families reported purchases of butter during the 4-week period of June 1955, which was more than 3 percentage points above the same month in 1954 but about the same as in the 5 preceding months (table 1).

Margarine purchases for household use during June 1955 were reported just over 89 million pounds, up about 9 million pounds from June 1954. The reported gain in margarine purchases was associated with buying by more families and larger purchases per buying family, but a drop in frequency of purchase per buying family.

During April-June 1955, household purchases of margarine were 11 percent larger than in the corresponding 3 months a year ago. Household purchases of margarine during the year April 1954-March 1955 were reported about 3 percent larger than in the preceding year.

Householders reported buying almost 5 million pounds less of margarine in June 1955 than in the preceding month. This was less than the drop reported from May to June last year, but about the same as the May-to-June change reported for 1953.

The average of prices paid for margarine by consumers in this survey in June 1955, at 24.7 cents per pound, was unchanged from a month earlier but down 2 cents per pound from June last year.

About 57 percent of all families reported margarine purchases in June 1955, compared with 55 percent in June 1954. However, the percentage of all families buying margarine during June 1955 was lower than in the preceding 9 months (table 2).

Seventeen percent of all families reported buying both butter and margarine in June 1955, down about 2 percentage points from the preceding month but unchanged from June 1954. The reported percentage buying neither butter or margarine in June 1955 was 15 percent, up somewhat from the several preceding months but almost 6 percentage points less than the same month a year earlier.

Householders bought a total of 49.0 million pounds of natural and processed cheese (purchased weight basis) in June 1955 compared with 48.4 million pounds a year earlier. Total purchases of natural and processed cheese increased about 1.5 million pounds from May to June this year, while a year ago they decreased almost 3 million pounds from May to June.

Natural cheese purchases by households during June 1955 were reported at 26.9 million pounds, up slightly from a month earlier and 3.6 million pounds larger than in June 1954. Compared with a year earlier, consumers reported larger purchases of all types of natural cheese, ranging from an increase of 13 percent for cream cheese to 20 percent for "other" types, which includes specialty and foreign-type cheeses. For the 3 months April-June 1955, total natural cheese purchases were reported 11 percent above the corresponding period in 1954 (table 4).

Total processed cheese purchases--including cheese, cheese foods, and cheese spreads--for household use in June 1955 were reported at 22.1 million pounds. This total for June 1955 was higher than in the preceding month but was down 12 percent from June 1954. Purchases of processed cheese and

cheese foods were smaller than a year earlier (with a very sharp drop for the cheese foods). Purchases of processed cheese spreads for household use in June 1955 were up considerably from a year earlier. For the April-June 1955 period, total purchases of processed cheese products were reported 17 percent lower than in the same period of 1954 (table 5).

With the exception of natural American cheese and natural "other" types, prices paid by householders for cheese were reported lower in June 1955 than in June 1954. The extremes in the price changes from a year earlier were a reported 6 percent higher price for the natural "other" types and a 7 percent drop in prices for processed cheese spreads.

Cottage cheese purchases, not included in the above cheese totals, were reported at 34.6 million pounds in June 1955 compared with 35.6 million pounds a year earlier. As was the case last year, household purchases of cottage cheese were off slightly from May to June this year. Householders reported paying the same price for cottage cheese this year as last, but the size of average purchase was somewhat higher during April-June 1955 than in the same months last year (table 6).

Purchases of nonfat dry milk solids for household use in June 1955 were reported at 12.4 million pounds, 30 percent above the level reported a year earlier. Compared with a month earlier, purchases of nonfat dry milk solids in June declined 800 thousand pounds, a smaller drop than that reported from May to June last year. The average of monthly purchases reported for January-June 1955 was 13.0 million pounds compared with 10.2 million pounds in the preceding 9 months, April-December 1954.

The average of prices paid for nonfat dry milk solids by consumers in this survey was 39.9 cents per pound in June 1955, over 2 cents a pound higher than in June 1954. During the April-June 1955 period, prices paid for nonfat dry milk solids were reported 5 percent higher than a year earlier, while purchases during this same period were reported about 25 percent higher than in April-June 1954 (table 7).

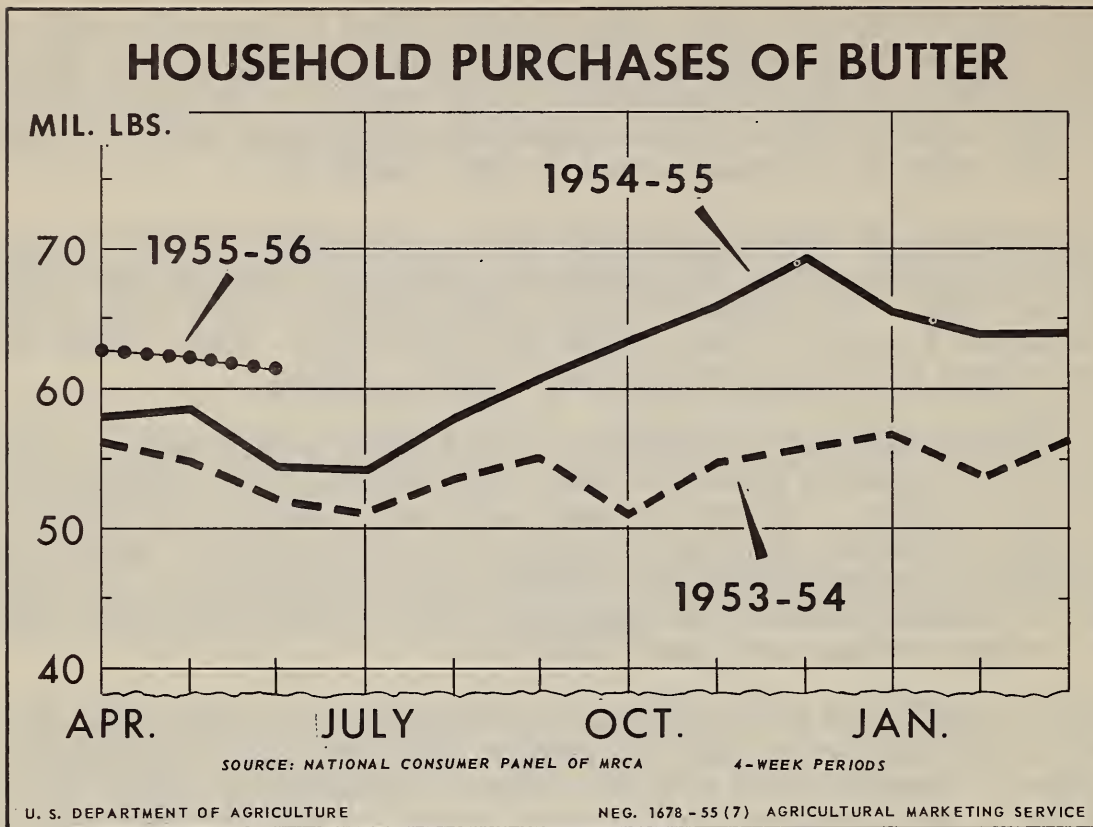


Figure 1

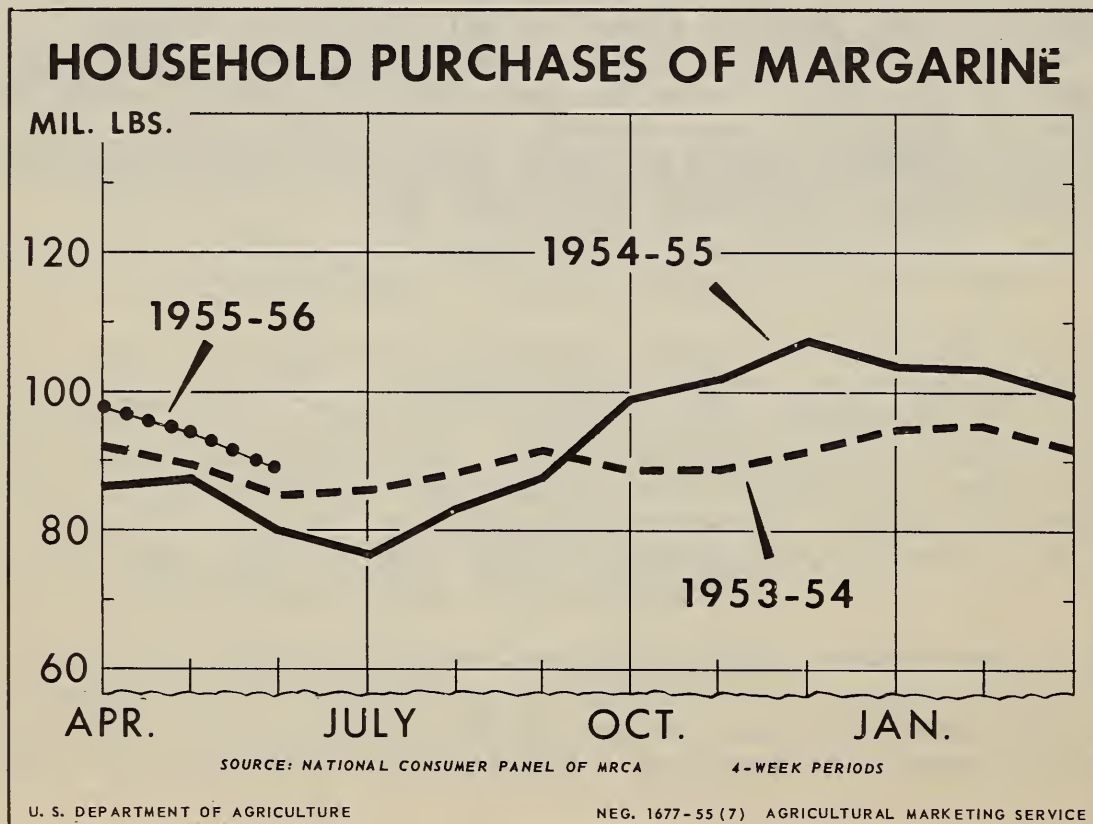


Figure 2

Table 1.--Butter: Household purchases and average price per pound
U. S., 4-week periods

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 2.--Margarine: Household purchases and average price per pound
U. S., 4-week periods

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 3.--Cheese: Household purchases and average price per unit,
U. S., 4-week period, June 1955

Type	Percentage of all families buying any type	Quantity purchased			Average price paid per unit	
		Average per purchase	Total	Per 1,000 population		
	<u>Percent</u>	<u>Ounces</u>	<u>1,000 pounds</u>	<u>Pounds</u>	<u>Unit</u>	<u>Cents</u>
Natural						
American	x	13.1	16,120	99.8	Lb.	63.2
Swiss	x	9.9	4,070	25.2	Lb.	72.9
Cream	x	5.9	3,250	20.1	3 oz.	14.2
Other	x	9.7	3,420	21.2	Lb.	78.7
Processed						
Cheese	x	11.2	9,940	61.5	Lb.	59.3
Cheese foods	x	23.5	5,210	32.3	Lb.	44.2
Cheese spreads	x	15.6	6,970	43.1	Lb.	50.6
	<u>1/</u> 56.2					
Cottage cheese	--	16.4	34,630	214.4	12 oz.	21.0

1/ Estimated percentage buying each type is supplied in quarterly report.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Natural Cheese: Household purchases and average price,
U. S., 4-week periods

Period	Purchases							
	American		Swiss		Cream		Other	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
April-----	17,210	14,910	3,290	3,180	3,530	3,390	3,730	3,320
May-----	16,150	15,310	3,460	2,950	3,790	3,460	3,170	3,590
June-----	16,120	13,910	4,070	3,580	3,250	2,880	3,420	2,860
July-----		14,160		3,120		2,500		2,950
August-----		15,010		2,940		2,310		2,940
September-----		16,140		3,520		2,790		2,950
October-----		17,280		3,640		3,370		3,520
November-----		16,950		3,100		3,670		3,560
December-----		16,800		3,290		4,090		4,070
January-----		17,270		3,670		4,210		3,920
February-----		17,920		3,530		3,950		4,240
March-----		18,120		3,860		3,860		3,460
Average price paid								
	Per pound						Per 3 oz.	
	American		Swiss		Other		Cream	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April-----	62.3	63.6	73.2	78.0	75.4	75.5	14.0	14.1
May-----	63.8	63.0	73.1	76.8	75.8	77.4	14.2	14.3
June-----	63.2	62.3	72.9	75.4	78.7	74.4	14.2	14.3
July-----		63.0		75.0		74.0		14.4
August-----		62.9		75.1		76.1		14.4
September-----		62.0		74.2		77.2		14.2
October-----		62.0		72.7		77.4		13.7
November-----		62.8		74.9		74.7		13.5
December-----		63.0		75.1		81.9		13.9
January-----		63.3		72.0		75.8		13.7
February-----		62.8		72.5		78.8		14.2
March-----		63.4		72.1		75.4		14.0

National Consumer Panel of Market Research Corporation of America.

Table 5.--Processed cheese: Household purchases and average price,
U. S., 4-week periods

Period	Purchases					
	Processed cheese		Cheese foods		Cheese spreads	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>
April-----	9,010	10,740	5,240	9,110	6,410	5,670
May-----	9,640	10,670	4,930	9,020	6,400	6,290
June-----	9,940	10,330	5,210	9,420	6,970	5,450
July-----		9,900		7,960		5,170
August-----		9,940		7,580		5,710
September-----		10,460		8,090		6,000
October-----		10,000		8,160		6,790
November-----		9,660		6,360		6,050
December-----		9,210		6,210		6,130
January-----		10,020		6,970		7,920
February-----		10,700		7,250		8,350
March-----		10,380		6,340		7,800
Average price paid per pound						
Period	Processed cheese		Cheese foods		Cheese spreads	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
April-----	61.5	60.9	45.0	47.1	51.0	57.9
May-----	60.4	60.6	44.7	45.8	50.7	52.0
June-----	59.3	61.2	44.2	45.8	50.6	54.3
July-----		61.5		46.7		53.9
August-----		61.2		46.6		51.9
September-----		60.1		45.5		51.9
October-----		61.2		44.8		52.1
November-----		61.1		44.5		53.7
December-----		62.0		46.1		55.6
January-----		61.4		44.9		51.8
February-----		61.4		44.2		49.8
March-----		60.9		44.1		49.9

National Consumer Panel of Market Research Corporation of America.

Table 6.--Cottage Cheese: Household purchases and average price,
U. S., 4-week period

Period	Purchases		Average price paid				Size of average purchases	
			Per 12 oz. unit for all purchases		Per actual 12 oz. unit purchases			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	Cents	Cents	Cents	Cents	Ounces	Ounces
April-----	38,220	37,370	21.2	21.2	22.9	22.7	16.2	15.8
May-----	35,720	36,020	21.2	21.2	23.0	22.5	16.2	15.8
June-----	34,630	35,600	21.0	21.0	22.7	22.7	16.4	15.9
July-----		34,300		20.9		22.7		15.9
August-----		32,820		21.2		23.0		15.7
September-----		31,720		21.1		22.8		15.7
October-----		32,780		21.3		23.0		15.5
November-----		32,940		21.4		23.1		15.9
December-----		30,110		21.2		23.1		16.0
January-----		34,990		21.2		23.2		16.0
February-----		38,200		21.3		23.2		15.8
March-----		43,240		21.2		23.0		16.0

Table 7.--Nonfat dry milk solids: Household purchases and average
price per pound, U. S., 4-week periods

Period	Quantity purchased				Average price paid					
	Average per purchase		Total		Per 1,000 population		Per pound for all purchases		Per actual 1-pound unit purchases	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Ounces	Ounces	1,000 pounds	1,000 pounds	Pounds	Pounds	Cents	Cents	Cents	Cents
April-----	19.5	21.1	13,500	11,080	83.6	70.2	39.7	38.1	35.4	36.7
May-----	19.9	21.1	13,180	10,880	81.6	68.9	39.5	37.8	35.4	36.1
June-----	20.4	22.6	12,420	9,560	76.9	60.5	39.9	37.3	35.8	35.4
July-----		23.5		9,560		60.1		36.4		34.8
August-----		22.6		9,410		59.1		35.5		33.7
September-----		22.0		9,910		62.3		36.7		34.1
October-----		20.6		10,860		67.7		38.3		35.0
November-----		20.3		10,660		66.5		38.5		35.9
December-----		19.9		10,110		63.1		39.7		35.6
January-----		18.9		12,360		77.1		40.5		36.1
February-----		18.8		13,510		84.2		40.3		35.8
March-----		18.6		13,280		82.8		40.2		35.8

GPO 898011

National Consumer Panel of Market Research Corporation of America.

U. S. DEPARTMENT OF AGRICULTURE
Washington 25, D. C.Penalty for private use to avoid
payment of postage \$300

OFFICIAL BUSINESS

AMS-HPD-11